

Hart Web Co., Rocky Mountain Web Studio

PO Box 605, Black Hawk, CO 80422-0605
(303) 582-3101 FAX (303) 582-3106

Rocky Mountain Web Studio admin@RockyMtnWeb.com

Internal Web Page Form – www.goGILPIN.com/ _____

Page 1 of 2

*Think of a web page as about 2 sheets of typing paper (8.5 x 11) MAXIMUM.
One picture will take up significantly more room than one word... oftentimes more than a paragraph.*

Payment in full will Lock In your Web address (URL). The following material must be received within 30 days of payment.

1. Title Of Site / Page: (70 characters max.) (Key Word rich)

2. Description Of Business / Product / Service: (110 characters max.) (What is your site about?)(Key Word rich)

3. Key Words: (120 words max.) (Words begin with a Cap... NO punctuation)

4. Text for the web page(s)

A. All text must be submitted in hard copy (hand printed, typed, etc.) with a rough or general formatting (bold print, centered text, headlines, bullets, etc) attached to this form.

B. All text (including the Title, Description, and Key Words above) must **also** be submitted in a digital form (e-mail, e-mail attachment, disk, etc.) with no formatting other than capitol letters, punctuation & paragraphs. **There is an additional \$15 fee if text is not submitted in this format.** E-mails may be sent to graphics@rockymtnweb.com

5. Pictures or graphics for the web page(s)

All graphics may be submitted in either hard copy (photograph, printed logo, etc.) or in digital format. (disk, email attachment, etc.) When a hard copy graphic is digitalized, sometimes an unavoidable loss of sharpness occurs. Attach any hard copy graphics to this form. Digital graphics may be e-mailed to graphics@rockymtnweb.com . You may arrange for us to take digital photographs of you or your products for an additional fee.

6. Form field names - if a form is used within your web page(s) & email address

Forms can be used on a web page that will generate an email to you. Each point where information can be entered into a form is called a "field". Fields take up more room than text. Although your web visitor is not aware of it, each field has a name. All field names must be lower case, no spaces or punctuation, and as you are the one that will have to interpret them in your email, they should be easily recognizable by you. (for example: dob is better than dateofbirth) Unless specified directly below, emails will be sent to the address listed on Order Page.

7. Special Requests

Please include any special requests or instructions on the reverse side of this page. Should your requests or instructions involve a more complex design or programming than is included in the simple design package, our webmaster will contact you to discuss the fees / time that may be involved – before any design work is begun.

Hart Web Co., Rocky Mountain Web Studio

PO Box 605, Black Hawk, CO 80422-0605
(303) 582-3101 FAX (303) 582-3106

Rocky Mountain Web Studio admin@RockyMtnWeb.com

Internal Web Page Form – www.goGILPIN.com/

Page 2 of 2

8. Hints for High-Search Engine Placement & User Friendly Design:

- A. Short sentences work better than long ones.
- B. Long paragraphs are harder to read on a computer monitor – keep them short.
- C. Keep the number of form fields to a minimum. “Name” works better than “First Name” and “Last Name”
- D. Underlined text works well on printed matter – on the web it is confusing as links are generally underlined.
- E. **Bold** print and *Italics* can be used to highlight words or phrases effectively on the web – if used sparingly.
- F. Be sure to use plenty of your Key Words throughout your text for higher placement in the search engines.
- G. Begin your first sentence with (multiple) Key Words. “Widgets for sale”. is better than “We sell Widgets”.
- H. “Widgets - Red Widgets, Green Widgets, Old Widgets, New Widgets – We sell them all.” is even better.
- I. Active words keep interest higher. “Discover the joy of widgets.” is better than “Learn about widgets”.
- J. Don’t focus on perfection - Just do your best. Developing a web presence is a learning process.
- K. We’re here to help you along the way.

THE WEB IS 24 / 7 / 365 AND ALWAYS IN COLOR

- o Directory Listing Order form and Internal Web Page form, along with any materials necessary to complete your web page design, must be received within 30 days of payment or payment will be forfeited and project canceled.
- o The *goGilpin* services of HartWebCo., Rocky Mountain Web Studio may only be used for lawful purposes.
- o All information provided will be proofed by HartWebCo., Rocky Mountain Web Studio before site becomes active.
- o Changing materials, ideas, information or marketing strategies or presenting additional material / work after this form has been submitted, will most likely create additional fees.
- o Any changes / alterations after submitted information is uploaded will be charged separately.
- o Upgrades to your order will be prorated for the remaining term providing you extend services another term.
- o All designs shall be considered copyrighted and owned by HartWebCo., Rocky Mountain Web Studio.
- o Clients may purchase designs for their site at \$70.00 per hour (or \$70.00 -\$40.00 if this applies)
- o HartWebCo., Rocky Mountain Web Studio cannot and does not Guarantee the Sale of Client products.

Please make Payments to Hart Web Co. We accept checks, cash, money orders, or you may pay by Credit Card on the Web at www.rockymtnweb.com/payments I authorize the above “Go” site Internal Web Listing order.

Client Signature

Date

Print Name & Position

Thank you for doing business with HartWebCo., Rocky Mountain Web Studio, and goGILPIN.com
PO Box 605, Black Hawk, CO 80422-0605 (303) 582-3101 FAX (303) 582-3106
<http://www.RockyMtnWeb.com> admin@rockymtnweb.com